

# SUSTAINABILITY COMMITTEE POP CASE STUDY

## New Fructis Shrink Brand

### GREEN CREDENTIALS:

- Replace PVC shrink wrap with PLA.
- Utilised PLA to shrink wrap 1mm samples for feature.

### Business Benefits:

- Material performs the same as traditional plastic at same cost.
- Drives sales via bonus pack offering.

### Environmental Benefits:

- Saves 1,167 gallons of fuel (equivalent).
- Renewable resource (corn based).
- Reduces CO2 emissions to produce.
- Utilizes less heat to produce.

